

# 2023 SPONSORSHIP BROCHURE

40<sup>TH</sup> ANNIVERSARY  
NATIONAL MINORITY ENTERPRISE DEVELOPMENT WEEK

OCTOBER 22 - 25, 2023 | BALTIMORE, MD

CELEBRATING  
**40** YEARS  
OF NATIONAL  
MINORITY ENTERPRISE  
DEVELOPMENT WEEK  
MED Week 2023

CELEBRATING NATIONAL MED WEEK AT:

**CLOSE THE EQUITY GAP**

NMSDC ANNUAL  
Conference  
& Exchange

BALTIMORE  
OCTOBER  
22-25, 2023

MED  
Week  
2023  
CELEBRATING 40 YEARS

# CELEBRATING 40 YEARS OF NATIONAL MED WEEK

The first National Minority Enterprise Development (MED) Week was held in 1983 as declared by presidential proclamation. Since its inception, MED Week has been a nationally recognized gathering and celebration of the best of minority business enterprise.

The National MED Week Conference and Awards Ceremony convenes minority business leaders, government officials, corporate executives and thought leaders to celebrate the achievements of minority business enterprises (MBEs) across the globe and to provide educational and networking opportunities.

The U.S. Department of Commerce, Minority Business Development Agency (MBDA) has been honored to host this national celebration for 40 years. Founded in 1969 and codified in 2021, MBDA remains the only federal agency solely dedicated to the growth and global competitiveness of minority business enterprises. For more than 50 years, MBDA's programs and services have better equipped MBEs to create jobs, build scale and capacity, increase revenues, and expand regionally, nationally, and internationally.

## INVITATION TO SPONSOR

This year marks the 40th Anniversary of National MED Week! As a sponsor you will be a part of a longstanding tradition honoring the Nation's fastest growing minority business enterprises, entrepreneurs, and advocates.

Sponsoring MBDA's National MED Week provides your organization the opportunity to reach thousands of MBEs.



**Over 800k delivered impressions**  
*Reaching millions with precision*



**10% engagement rate  
(double the industry standard)**  
*Engaging content that resonates*



**Consistent viewership across video platforms**  
*Broad exposure and viewer engagement*



**Linked to thousands in our online network with  
over 5k new followers**  
*Targeted success with a prominent platform*



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Please join the Minority Business Development Agency to commemorate the 40th Annual National MED Week. This event presents a unique opportunity to celebrate achievements, expand networks, inspire future innovation, and champion minority business leaders. Though this is a historic milestone for the minority business community, it is just the beginning of our collective work creating a business ecosystem that gives every entrepreneur a real shot at the American dream.

**Donald R. Cravins, Jr.**  
Under Secretary of Commerce for  
Minority Business Development

# DIAMOND \$35,000



## PRESENCE

### National Minority Enterprise Development (MED) Week

- ▶ Sponsor recognition at 40th Anniversary National MED Week Awards Ceremony and Reception
- ▶ Five (5) tickets to MBDA's Commemorating 40 Years of National MED Week Reception
- ▶ Reserved seating for ten (10) at MBDA Awards Program ceremony during National MED Week
- ▶ Logos on MBDA Pavilion during 2023 National MED Week
- ▶ Recognition in the National MED Week Awards Program book (digital and/or print)
- ▶ Logo displayed on National MED Week branding materials

## MEDIA ENGAGEMENT

### National Minority Enterprise Development (MED) Week

- ▶ Sponsor recognition in all MBDA Press Releases on Commemorating 40 years of National MED Week
- ▶ Sponsor recognition in fifteen (15) social media posts throughout the year and National MED Week as an MBDA INSERT TITLE Sponsor across MBDA social media platforms

*Including* **MBDA Year-Round Initiatives**  
Annual Access to Capital Forum and Heritage Month Observances

## PRESENCE

- ▶ Logos displayed on digital flyers and registration pages for events scheduled in the calendar year.
- ▶ Sponsorship acknowledgement during welcome remarks and/or logo displayed on virtual event platform for events scheduled in the calendar year.

## MEDIA ENGAGEMENT

- ▶ Sponsorship acknowledgement in a minimum of two (2) posts on Agency's social media accounts (Facebook, Instagram, LinkedIn, and Twitter) leading up to scheduled events

# PREMIER \$25,000



## PRESENCE

### National Minority Enterprise Development (MED) Week

- ▶ Sponsor recognition at 40th Anniversary National MED Week Awards Ceremony and Reception
- ▶ Three (3) tickets to MBDA's Commemorating 40 Years of National MED Week Celebration
- ▶ Recognition in National MED Week Award Program book (digital and/or print)
- ▶ Logo displayed on National MED Week branding materials

## MEDIA ENGAGEMENT

### National Minority Enterprise Development (MED) Week

- ▶ Sponsor recognition in all MBDA Press Releases on Commemorating 40 years of National MED Week
- ▶ Sponsor recognition in ten (10) social media posts throughout year and National MED Week as an MBDA Premier Sponsor across selected MBDA social media platforms

Including **MBDA Year-Round Initiatives**

Annual Access to Capital Forum and Heritage Month Observances

## PRESENCE

- ▶ Logos displayed on digital flyers and registration pages for events scheduled in the calendar year.

## MEDIA ENGAGEMENT

- ▶ Sponsorship acknowledgement in a minimum of two (2) posts on Agency's social media accounts (Facebook, Instagram, LinkedIn, and Twitter) leading up to scheduled events

**In-Kind\* Sponsorships Available**

*\*Restrictions apply*

For more information contact: [events@mbda.gov](mailto:events@mbda.gov)

# CHAMPION \$10,000

## PRESENCE

### National Minority Enterprise Development (MED) Week

- ▶ Logos on select National MED Week Branding Materials
- ▶ Two (2) tickets to MBDA's Commemorating 40 Years of National MED Week Celebration
- ▶ Recognition in the National MED Week Awards Program book
- ▶ Reserved seating for three (3) at MBDA's National MED Week Awards Ceremony Reception

## MEDIA ENGAGEMENT

### National Minority Enterprise Development (MED) Week

- ▶ Sponsor recognition in one (1) of MBDA's press releases for National MED Week
- ▶ Sponsor recognition in two (2) social media posts during National MED Week on select MBDA social media platforms

Learn more about becoming a  
National MED Week Sponsor  
[events@mbda.gov](mailto:events@mbda.gov)

